

Course Schedule

Important: **ALL TIMES EASTERN** - Please see the [University Policies](#) section of your Course Outline for details

Module	Week	Individual Activities and Assignments	Group Project Assignment	End/Due Date	Weight
Module 1					
	Week 1: Module 1 – 1. Introduction to Marketing Sept 7	Introductions to course, each other and Marketing as a professional field	Groups for Group Marketing Plan Project will be created by TA/Instructor		
		Lecture Announce Groups Work on Group Contract	Part A: Group Contract	Intro and group contract will take place during class time	
	Week 2: MAY 9 Module 1 – 2. Strategic Planning Sept 14		Email your company choice to your TA for approval & Upload SIGNED Group Contract to Learn	Sun, Sept 18, 2022 at 11:59 PM	
	Week 3: Module 1 – 3. Environmental Forces and Value Proposition Sept 21	Lecture Podcast Discussion 1		Discussion will alternate between in class and on Learn	Podcast 1: 5%

	Quiz 1 - take quiz online (Content W1, W2, W3)		Quiz: Sept 28 6:30pm-9:30pm	Quiz 1: 15%
Week 4: Module 1 — 4. Consumer Behaviour	Read this week's content			
Sept 28				
	Work with your group on your first group assignment: Situation Analysis			
Week 5: Module 2 — 1. Marketing Research	Lecture	Part B: Situation Analysis	Wed Oct 5 by 11:59PM	Part B: 10%
Module 2				
Oct 5				
Module 2				
Week 6: Module 2 — 2. Target Market Selection	Lecture		Discussion will alternate between in class and on Learn	Podcast: 5%
Oct 19	Podcast Discussion 2			
Week 7: Module 2 — 3. Branding Strategies	Quiz 2 - take quiz online (Content W4, W5, W6)		Quiz will be open from 6:30pm-9:30pm	Quiz 2: 15%
Oct 26				
Week 8: Module 2 — 4. Seven Ps of Service	Lecture	Part C: Marketing Objectives	Part C Assignment is due by Sun, Nov 6 11:59PM	Part C: 10%
Nov 2	Part C - in class presentations (Groups TBD)			

[Week 9: Module 3](#)
[— 1. Pricing](#)
Nov 9 Lecture
[Podcast Discussion 3](#) **Podcast: 5%**

[Week 10: Module 3](#)
[— 2. Marketing](#)
[Channels and](#)
[Supply Chains](#)
Nov 16 [Quiz 3](#) (Content: W7,
W8, W9) Take Quiz
virtually
between
6:30pm-
9:30pm **Quiz3: 15%**

Module 3

[Week 11: Module 3](#)
[— 3. Developing](#)
[Promotional Mix](#)
Nov 23 Lecture
Part D - in class
presentations (Groups
TBD) [Part D:](#)
[Marketing](#)
[Strategies](#) Part D
Assignment is
due by **today**
at **11:59pm** **Part D: 10%**

[Week 12: Module 3](#)
[— 4. Advertising,](#)
[Sales Promotions,](#)
[Public Relations,](#)
[and Sales Metrics](#)
Nov 30 [Quiz 3](#) (Content:
W10, W11, W12) Quiz open all
week: from
Monday, Nov
28 at 8am to
Saturday, Dec 2
at 8am **Quiz 3: 15%**

There is no final examination for this course